

## WHAT IS CLAIMED IS:

1. A personal care product comprising:

a packaging component comprising a panel and a flap having a free edge positioned adjacent said panel, wherein at least one of said flap and said panel comprises a sensory cue directed at said free edge of said flap, wherein said sensory cue provides indicia as to the location of the free edge and wherein said sensory cue terminates at said free edge; and

5 a personal care product component disposed in said packaging component.

10 2. The personal care product of claim 1 wherein said panel comprises a front panel, and wherein said packaging component further comprises a back panel, wherein said flap is connected to said back panel and wherein said free edge overlies at least a portion of said front panel.

15 3 The personal care product of claim 1 wherein said product component comprises an absorbent product component.

4. The personal care product of claim 1 wherein said flap comprises said sensory cue.

20 5. The personal care product of claim 1 wherein said panel comprises said sensory cue.

25 6. The personal care product of claim 1 wherein said sensory cue comprises a visual cue.

7. The personal care product of claim 6 wherein said visual cue comprises a first color, wherein said other of said panel and said flap has a second color different than said first color.

8. The personal care product of claim 6 wherein said visual cue comprises a pattern printed on said one of said flap and said panel.

9. The personal care product of claim 6 wherein said visual cue comprises an arrow shape directed at said free edge.

10. The personal care product of claim 6 wherein said visual cue comprises a first pattern formed on one of said flap and said panel and wherein said other of said flap and said panel comprises a second pattern different from said first pattern.

11. The personal care product of claim 1 wherein said sensory cue comprises a tactile cue.

15 12. A personal care product comprising:

a packaging component comprising a front panel, a back panel and a flap connected to said back panel and having a free edge overlying at least a portion of said front panel, wherein one of said flap and said front panel comprises a visual cue directed at said free edge of said flap, wherein said visual cue provides indicia as to the location of the free edge and wherein said visual cue comprises a pattern formed on one of said flap and said front panel; and

20 a personal care product component disposed in said packaging component.

13. The personal care product of claim 12 wherein said product component comprises an absorbent product component.

25 14. The personal care product of claim 12 wherein said flap comprises said visual cue.

30 15. The personal care product of claim 12 wherein said front panel comprises said visual cue.

16. The personal care product of claim 12 wherein said visual cue further comprises an arrow shape directed at said free edge.

5 17. The personal care product of claim 12 wherein said pattern comprises a first pattern, and wherein said other of said flap and said front panel comprises a second pattern different from said first pattern.

10 18. A method of using a personal care product comprising:  
providing a personal care product component disposed in a packaging component comprising a front panel, a back panel and a flap connected to said back panel and having a free edge overlying at least a portion of said front panel, wherein one of said flap and said front panel comprises a visual cue directed at said free edge of said flap, wherein said visual cue terminates at said free edge;  
15 locating said free edge using said visual cue; and  
grasping said flap and opening said packaging component to access said personal care product component.

20 19. The method of claim 18 wherein said product component comprises an absorbent product component.

25 20. The method of claim 18 wherein said flap comprises said visual cue.

21. The method of claim 18 wherein said front panel comprises said visual cue.

25 22. The method of claim 18 wherein said visual cue comprises a first color, wherein said other of said front panel and said flap have a second color different than said first color.

30 22. The method of claim 18 wherein said visual cue comprises a pattern printed on said one of said flap and said front panel.

23. The method of claim 18 wherein said visual cue comprises an arrow shape directed at said free edge.

5 24. The method of claim 18 wherein said visual cue comprises a first pattern formed on one of said flap and said front panel and wherein said other of said flap and said front panel comprises a second pattern different from said first pattern.

10 25. A personal care product comprising:

a packaging component having a first length and comprising a panel and a flap having a free edge positioned adjacent said panel, wherein said flap and said panel comprise a sensory cue disposed across said free edge of said flap, wherein said sensory cue provides indicia as to the location of said free edge, and wherein said sensory cue has a second length less than about 33% of said first length; and

15 a personal care product component disposed in said packaging component.

26. The personal care product of claim 25 wherein said second length is less than about 25% of said first length.

20 27. The personal care product of claim 26 wherein said second length is less than about 10% of said first length.